

MAIN STREET Portland On the Street

YOUR DOWNTOWN CONNECTION

10TH ANNIVERSARY ISSUE

Ten Year's of Main Street in Portland

On behalf of the Portland Main Street Board of Directors, I would like to thank you for reading this month's newsletter. As you have undoubtedly noticed, this edition looks a little different than our regular newsletter - the reason for this change is that Portland Main Street is celebrating ten years of being named a "Michigan Main Street Community." This edition will highlight some of the positive change that our downtown has witnessed over the past decade.

As you read through this "decade report," I would encourage you to think about the positive changes that have taken place in downtown Portland since 2003 - the addition of the Boardwalk, which took a blighted area and beautified it; rehabilitated building facades, which added a life and character to many of our historic downtown structures; the introduction of new events and programs such as Portland Pay Day, the Downtown Block Party, and the annual Wine the Walk - these have all added to the fun and flavor of our downtown. These are but a few of the programs that the Portland Main Street has helped bring to downtown Portland.

All of these events, additions, and changes have had one vital thing in common - volunteers. Portland Main Street is a volunteer-led initiative, one that is led by building owners, business owners, and residents that have gotten involved to help keep downtown Portland vital and prosperous! Our volunteers have given literally thousands of hours of their own time to help create a better downtown and a better community.

I would like to take this opportunity to thank the hundreds of individuals that have been - and currently are - involved with Main Street projects, events, and programs. It is through your hard work that Portland Main Street is considered one of the finest Main Street programs in the state. I thank you for your hard work, sacrifice, and dedication to your downtown and your community. You have had a positive impact and for that, on behalf of the Portland Main Street Board of Directors - I offer you my heartfelt "thanks" on a job well done. Here is to another ten years of Main Street in Portland!

Sincerely,

Joel T. VanSlambrouck, Chairperson
Portland Main Street

IN THIS ISSUE:

Ten Years, PG 1

What We're About, PG 2

Meet the Committees, PG 2

Marion Hilligan, PG 4

@PortlandMainSt



Celebrating 10 years

2003-2013

What We're About..... ..Portland Main Street

The goal of the Portland Main Street program is to actively revitalize Portland's vibrant, charming, and unique downtown into a gathering place—one that uses broad-based community support to:

- (1) Provide opportunities to entrepreneurs
- (2) Sustain a strong economic foundation for the region
- (3) Safeguard history, tradition, and a sense of community for residents and visitors.

For more information on how you can be part of this mission, visit the Portland Main Street website at www.portlandmainstreet.org or call the Portland Main Street offices at 517.647.5027.

Who We Are, What We've Done, & What We Do!

Design Committee:

Chairperson: Shelly Perry

- * Works in conjunction with the City of Portland to improve and enhance the streetscape of downtown
- * Mentors downtown businesses thru the Portland Downtown Development Authority's "Facade Grant"

Before and after of 108 Kent St after utilizing the Facade Grant



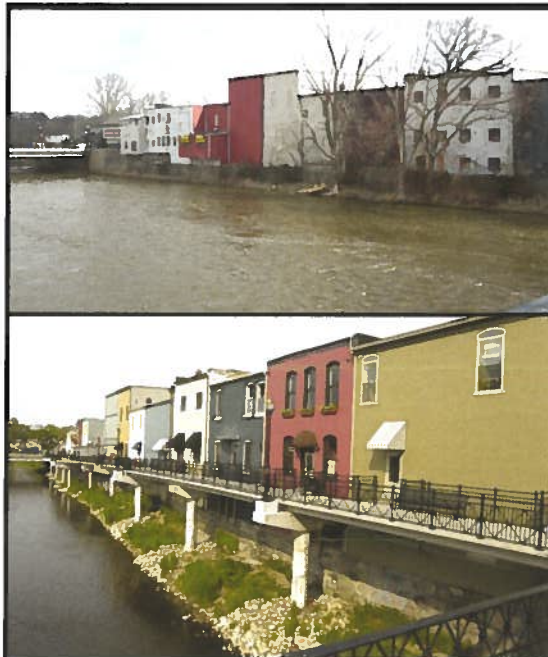
*25 buildings have received Facade Rehabilitation services

*Since 2005 downtown Portland has seen the creation of 13 loft apartments

*Over \$1.3 million in improvements have been done in the Main Street district

*In concert with the Portland Community Arts Council in 2012, placed the 2010 ArtPrize sculpture "Woodwind: Song of a Silent Forest" in Toan Park.

Before and after the boardwalk project.



Facade improvements were done to the rear of Kent Street businesses along with the construction of the downtown boardwalk in 2007



Purchased, installed, and maintains hanging flower baskets downtown.

Installed Wayfinding signs throughout Main Street District in 2010



Economic Revitalization Committee:

Chairperson: Chris Tyler

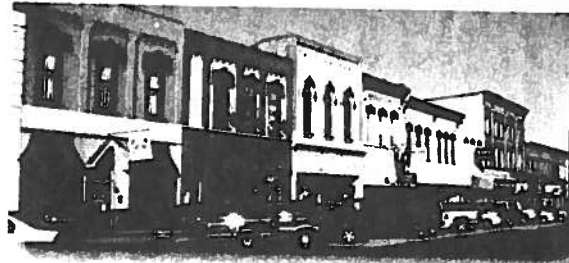
- *Encourages economic growth of downtown Portland
- *Works with downtown building owners and businesses to develop a business recruitment and retention plan.

*A net of 12 businesses have made downtown Portland their home

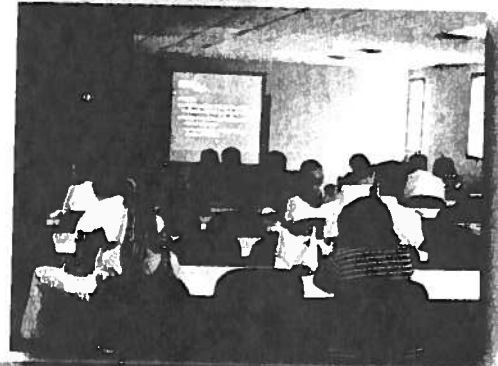
*Over \$407,400 have been spent on interior building rehabilitation

*\$566,533 of private investments have been received

*In 2011 in conjunction with MSU students, updated the downtown Market Analysis



In conjunction with MI-SBTDC, holds business seminars in downtown Portland.



Organization & Finance Committee:

Chairperson: Charlsie Abel

- *Develops fundraising and budget plans
- *Promotes the Main Street program
- *Continually works to recruit & retain volunteers

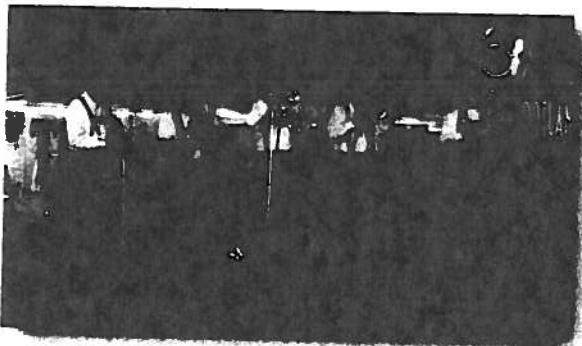
Our annual Big Beer Run is held every October. This 5k not only showcases our Main Street & Rivertrail, but it also serves as a fundraiser for the Main Street Program



*Approximately 11,400 volunteer hours have been documented since 2003.

*At a rate of \$20.63 per hour, this estimates a value of \$235,068.54

Annually holds a "Volunteer Recognition Event" to recognize all of our Main Street volunteers.

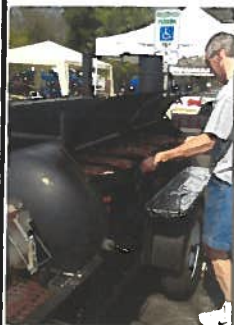


In 2013 our Main Street "Pioneers" were recognized. These individuals volunteered for a minimum of 5 of the first 10 years.

Promotions & Marketing Committee:

Chairperson: Nicole Sunstrum

*Develops and holds special and retail events in downtown Portland. *Markets downtown Portland as a well-rounded collection of retail, restaurant, and service businesses.



Block Party



Holidayfest



Portland PayDay



*Over \$247,000 spent in downtown during the promotion over since inception in 2008

Wine the Walk



Marion Hilligan: A Tribute

Vision is one thing. Having the courage to carry it out is quite another. Marion Hilligan had both. She knew that she would make some enemies along the way . . . people don't like change. But she also knew that change was necessary if Portland was to thrive.



Under Marion's leadership, Portland applied to participate in the newly launched Michigan Main Street program in 2003. Only four cities would be selected; the competition was stiff, and we were clearly an underdog. But she wrote this in our application: "You know that we can do it. You were here to see the enthusiasm of our business owners. This community has come together to pursue a common goal: making Portland all that it can be. We are taking advantage of our assets—our rivers, our highway access, and our people. We will work hard to make Portland a Main Street community you can be proud of." And so we have.

We have a long way to go. We certainly didn't anticipate Michigan's swift and crushing economic downturn. But because of our Main Street program and so many other initiatives begun under Marion's leadership, we are still in the game, and we are grateful for her vision and courage.

Top 10 List Of Portland Downtown Development Authority Projects

1. Construction of Portland City Hall
2. Construction of the Downtown Boardwalk
3. Rehabilitation of Boardwalk Facades
4. Kent Street Mill and Fill/ Sidewalk replacement
5. Downtown Façade Improvements
6. Creation of a Public/Private Partnership between the Portland Community Arts Council, the City, and the DDA to install a Top 75 Grand Rapids Art Prize Sculpture *Woodwind* In Portland's Downtown.
7. Portland Pay Day (over \$339,000 kept in the community in the past five years)
8. Portland Main Street Program (13,896.5 volunteer hours since 2005 – 1,737.06 avg. per year)
9. Downtown Events such as the Block Party, Wine the Walk, and HolidayFest
10. Introduction of Sign Incentive Grant

ACCOMPLISHMENTS



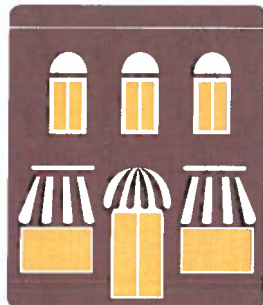
Total number of
NEW BUSINESSES 119

PROGRAM TO DATE: 249

46,240

Total number of
VOLUNTEER HOURS

PROGRAM TO DATE: 382,784



82

Total number of
**FAÇADE
IMPROVEMENTS**

PROGRAM TO DATE: 733

Total amount of
**PUBLIC
INVESTMENT**
\$1,868,703

PROGRAM TO DATE:
\$1,868,703

Total amount of
PRIVATE INVESTMENT
\$6,696,388



PROGRAM TO DATE: \$100,838,564